media campaign to increase consumer awareness of speciality of Indian tea and campaign to popularise the Tea Board marketing symbol which stands for pure Indian tea.

New Area for Coffee Growing

4022. SHRI YERRA NARAYANASWAMY: Will the Minister of COMMERCE be pleased to state:

(a) whether any effort have been made to introduce coffee growing in new areas in the country;

(b) whether it is a fact that the coffee Board is not fulfilling its role in introducing coffee growing in Andhra Pradesh; and

(c) if so, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF COMMERCE (SHRI BOLLA BULI RAMAIAH): (a) No, Sir.

(b) and (c) No, Sir. The Coffee Board has been providing technical knowhow to the growers for adopting intensive cultivation and practices and for expansion of coffee in Andhra Pradesh through Research and Extension Network of the Board. During the 9th Plan, 12,500 ha. has been proposed for consolidation and expansion of coffee in Andhra Pradesh, 1600 ha. of which has been proposed to be taken up during 1997-98. Coffee Board has already established Regional Coffee Research Station at R.V. Nagar and Coffee demonstration farm at Minimular in Andhra Pradesh from conducting experiments to evolve cultural practices suitable to agro-climatical conditions prevailing in the areas. Three extension centres located in Chintapalli, Arakuvalley and K D Pet are rendering technical support for improvement of coffee cultivation by adopting various programmes for increasing production and productivity.

Electronic Data Interchange Project

4023. SHRI SANJAY DALMIA: Will the Minister of COMMERCE be pleased to state:

(a) whether Government propose to introduce Electronic Data Interchange (EDI) Project for importers and exporters;

(b) if so, the details thereof;

(c) whether the introduction of Electronic documents processing is likely to cut transaction costs besides leading reduction in time taken to execute the deals;

(d) if so, the details thereof;

(e) whether Government has hosted three key events for implementation of Electronic Transactions;

(f) if so, the details thereof and when and where these were hosted; and

(g) the details of the benefit achieved and the amount spent on each of the event?

THE MINISTER OF STATE OF THE MINISTRY OF COMMERCE (SHRI BOLLA BULI RAMAIAH): (a) Yes, Sir.

(b) The Ministry of Commerce, which is the nodal agency for EDI implementation in India, is coodination this project (though not implementing on its own) in all Government regulatory and facilitatory agencies namely Customs, Directorate General of Foreign Trade, Banks, Port Trusts, Airports Authority of India, etc.

The Ministry of Commerce is providing necessary guidelines to all these agencies in consultation with the UN/Asia EDIFACT Board, the regional Arm of UN for promoting EDI in Asia Region.

Further, this ministry has taken various steps to promote EDI. Federation of Indian Export Organisations (FIEO) has been given the responsibility to organise workshops & Seminars for Importers and Exporters to create EDI awareness. This

Ministry has constituted EDI council of India, while is the Apex body consisting of heads of all the key Government Departments and Trade and Industry and is responsible for formulating policy guidelines for EDI. Other working level committees are functional for operationalisation of the project.

(c) Yes, Sir.

(d) The introduction of Electronic Documents processing which is the electronic transfer of commercial of administrative transaction from computer to computer using widely agreed standard is actually paperless trading. It reduces administrative overheads, reduces paper and postage bills. The redundant and/or duplicate processes are eliminated which reduce manual processing cost and further it reduces money tied up in stock.

The transaction time is reduced because of faster information flow and instant availability. EDI when implemented in all regulatory and facilitatory agencies would be beneficial for Importers/Exporters as they would be able to transact documents electronically with all these agencies sitting in their office through computers, which will reduce transaction time considerably.

(e) Yes, Sir.

(f) This Ministry had hosted three major international EDI events in New Delhi from 27th Oct. to 2nd Nov. 1996. These events are:

(i) 13th Asia EDIFACT Board meeting

(ii) 4th UN/ESCAP Network on Trade Facilitation

(iii) EDICOM'96 (Asia Pacific Conference & Exhibition on EDI)

(g) The advantage of hosting these events were as follows:

—India was exposed to the world wide developments in EDI.

—It created awareness in the potential EDI functionaries/users.

—During these meetings Indian Organisations got the opportunity to discuss their projects with the EDI experts invited from all around the world.

All the three EDI events were organised jointly and therefore to assess the expenditure incurred individually on each of the events is difficult.

However an estimated expenditure of approximately Rs. 27 lacs have been incurred on these events while an amount of approximately Rs. 19 lacs have been earned by way of participation fee and sponsorship. About Rs. 8 lacs have been spent from Govt. fund on organising these events.

Exhibition part of EDICOM'96 was organised by NASSCOM on self-sustainable basis which has not been taken into account.

Export of Livestock Products

4024. SHRI GYAN RANJAN: Will the Minister of COMMERCE be pleased to state:

(a) whether there is a vast scope to promote the export of livestock products;

(b) if so, the efforts made in this regard;

(c) the performance of export of livestock products during the Eighth Five Year Plan; and

(d) the projections made for the Ninth Plan?

THE MINISTER OF STATE OF THE MINISTRY OF COMMERCE (SHRI BOLLA BULI RAMAIAH): (a) and (b) Yes, Sir. Some of the steps taken to promote exports of various livestock products include:—

(i) identification of new markets;

(ii) inviting delegations from overseas to inspect and evaluate processing facilities;

(iii) persuading EU to include India in the list of countries for import of egg products;

(iv) notifying standards for export